

# MCARTHURGLEN™

DESIGNER OUTLETS

## PRESS RELEASE

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### **Salzburg is shortlisted for key CEE Retail Awards**

Designer Outlet Salzburg has been shortlisted for the CEE Retail Real Estate Awards 2010 in the Factory Outlet of the Year category.

Since the centre opened in September 2009, Designer Outlet Salzburg has gone from strength to strength, with the centre welcoming its 500,000<sup>th</sup> customer in the run-up to Christmas.

Designer Outlet Salzburg is a joint venture between McArthurGlen, Europe's leading developer, owner and manager of designer outlet villages, and Vienna Insurance Group, Austria's largest insurance group serving Central and Eastern Europe.

The centre, a new concept for the region, is in an unrivalled location, adjacent to the city's international W A Mozart airport, ten minutes from the centre of Salzburg and located by key motorway links to Munich, Linz and Vienna, as well as the Adriatic coast.

With 28,000 sq m of retail space, Designer Outlet Salzburg has more than 100 brands, including such top names as Barbour, Belstaff, Calvin Klein, Diesel, Escada, Falke, Gant, Jil Sander, La Perla, Strenesse, René Lezard, Rosenthal, Vans, Villeroy & Boch and Zegna, all at year-round discounts of 30-70 per cent.

The unique architecture of Designer Outlet Salzburg is reminiscent of the late 19<sup>th</sup>-century glass shopping arcades in Europe. The glass-vaulted atrium at the main entrance and skylights throughout the upper level bring plenty of natural light to the centre. Decorative features include ceramic mosaic floor tiles, cherry wood and brass shop fronts, and dark green, wrought iron lighting features.

A full range of cafes and restaurants, as well as a Dinoland children's crèche, enhance what is already an exceptional shopping experience.

Designer Outlet Salzburg is McArthurGlen's second centre in Austria, and its 18<sup>th</sup> in Europe. The company's Designer Outlet Parndorf, near Vienna, was the first designer outlet centre in the German-speaking world when it opened in 1998, and is now one of Europe's top designer outlets, welcoming more than three million shoppers last year.

Henrik Madsen, McArthurGlen's Managing Director for the UK & Northern Europe, comments: "We are delighted to be shortlisted for such important awards for the Central & Eastern European region. Designer Outlet Salzburg not only brings a new concept to Salzburg, with great brands at all-year-round great discounts, but it is unique in terms of its location and the high quality of its shopping environment."

The Awards, now in their second year, are organised by EuropaProperty, the leading commercial real estate media firm.

The Award winners will be announced on 11 February at a gala event in Warsaw.